

Message Text

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ACTION EB-11

INFO OCT-01 AF-10 EUR-25 ISO-00 CAB-09 CIAE-00 COME-00

DODE-00 INR-10 NSAE-00 RSC-01 FAA-00 DRC-01 /068 W

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FM AMCONSUL CASABLANCA

TO SECSTATE WASHDC 2468

INFO USINT ALGIERS

AMEMBASSY BRUSSELS

AMEMBASSY LAGOS

AMEMBASSY LONDON

AMEMBASSY PARIS

AMEMBASSY RABAT

AMEMBASSY TUNIS

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BRUSSELS AND LAGOS FOR FAA

E.O. 11652: N/A

TAGS: BEXP, ETRN, MO, AG, TS

SUBJ: CIVAIR: BOEING SALES PROMOTION MOROCCO

(NOTE: INFORMATION CONTAINED HEREIN SHOULD BE CONSIDERED
BOEING PROPRIETARY AND HANDLED AS SUCH.)

1. SUMMARY: RESULT OUTSTANDING SALES PRESENTATION BY BOEING
TEAM CASABLANCA NOVEMBER 7 TO TOP EXECUTIVES, ROYAL AIR MAROC
AND SUBSEQUENTLY SCHEDULED FIVE DAYS NEGOTIATIONS, IT PROBABLE
THAT ROYAL AIR MAROC WILL CONTINUE PURCHASE 727-200S AS
REQUIRED BY ANTICIPATED TRAFFIC BUILD-UP, WILL PURCHASE PRES-
ENTLY INDETERMINABLE NUMBER 737S AS CARAVELLE REPLACEMENTS
AND ONE 747 SPECIAL PERFORMANCE (SP) WITH OPTION FOR ONE
MORE. SUBSEQUENT DISCUSSION REVEALED PLANNED FUTURE ASSIGN-
MENTS ONE CARAVELLE TO ROYAL AIR INTER, LACK INTEREST
CARRIER'S EXECS IN AIR MAGHREB AND ABSENCE COMPETITIVE THREAT
FROM EUROPEAN MANUFACTURERS. END SUMMARY.

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2. NOVEMBER 7 REGIONAL CIVIL AIR ATTACHE, AFRICA (RCAA), ATTENDED IMPRESSIVE THREE HOUR SALES PROMOTION PRESENTATION BY SEVEN MAN TEAM FROM BOEING AIRCRAFT CORPORATION AT EXECUTIVE OFFICES ROYAL AIR MAROC (AT). TEAM HEADED BY BORIS MISHEL, SALES MANAGER, AFRICA, AND FOLLOWING AT EXECUTIVES WERE PRESENT: PRESIDENT, DIRECTOR GENERAL AHMED LASKY, DIRECTOR GENERAL SAID BEN ALI, DIRECTOR OF OPERATIONS AND CHIEF PILOT COLONEL MOHAMED KABBEJ, COMMERCIAL DIRECTOR MOHAMED KERMOUDI, AND TECHNICAL DIRECTOR R. BUTEAU. RAPPORT BETWEEN MISHEL AND AT EXECS WAS OUTSTANDING. PRESENTATION CONCENTRATED ON 747SP FOR DELIVERY BEGINNING TIME PERIOD 1976-78. 747SR WAS INCLUDED BUT FOR AIR MAGHREB AND WHEN AT OFFICIALS DISPLAYED NOTICEABLE LACK ENTHUSIASM THIS SUBJECT MISHEL QUICKLY DROPPED IT AND 747SR.

3. RESULT PRESENTATION, TONE GIVE AND TAKE DURING PRESENTATION, SUBSEQUENT DISCUSSION AND LATER RCAA TALKS WITH MEMBERS BOEING TEAM AND AT OFFICIALS FOLLOWING FACTS EMERGED:

- (A) QUESTION NOW NOT WHETHER AT WILL BUY BOEINGS BUT HOW MANY, WHEN AND WHAT TYPES.
- (B) PROBABLE THAT AT WILL BUY ONE 747SP WITH OPTION FOR ADDITIONAL COPY, UNDISCLOSED NUMBER 737S (TO REPLACE CARAVELLES) AND WILL CONTINUE PURCHASE 727-200S AS REQUIRED.
- (C) 90 PERCENT CERTAIN AT AND BOEING HAVE CONCLUDED SOME SORT FINANCIAL PACKAGE THIS DEAL THAT INCLUDES AT LEASE 707-320 FOR SERVICE TO U.S. AND CANADA SCHEDULED COMMENCE APRIL 1974, PENDING 747SP DELIVERY.
- (D) COMPETITIVE NON-AMERICAN TYPE AIRCRAFT (SUCH AS A300B) DEFINITELY OUT OF RUNNING AS CARAVELLE REPLACEMENT.
- (E) PLANS CALL FOR ONE CARAVELLE TO GO TO ROYAL AIR INTER (RN).

4. RCAA COMMENT: OBVIOUS THAT MISHEL HAS BEEN AND IS DOING OUTSTANDING AELLING JOB AND BACK-UP TEAM SAME CALIBRE. ONE COULD NOT HELP BUT BE PROUD, AS AN AMERICAN, OF THE EXCEPTIONALLY HIGH TECHNICAL QUALITY AND KNOW-HOW OF PRESENTATION AND THE ACTIVE AND WELL-ESTABLISHED RAPPORT BETWEEN MISHEL AND AT EXECS. RE AIR MAGHREB, IT NOW SEEMS THAT THIS EMBRYO CONSORTIUM IS IN ITS OFF-AGAIN PHASE OF ITS CONTINUAL OFF-AGAIN, ON-LIMITED OFFICIAL USE

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AGAIN SEMI-EXISTENCE, AT LEAST SO FAR AS AT IS CONCERNED. GRATIFYING TO NOTE EUROPEAN COMPETITION SQUEEZED OUT. -ASSIGNMENT OF CARAVELLE TO RN SHOULD BE CONSIDERED ONLY TEMPORARY EROSION INTEREST THIS CARRIER IN USED 737-DCZA9 TYPE EQUIPMENT SINCE CARAVELLE ALREADY OBSOLETE. BRUBECK

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